El Excentrico

28th Year, No. 7/July 5, 1977



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Beautiful Renee Zapata is the daughter of Vince and Adele Zapata. Renee is attending high school and her ambitions are to become an actress. She has appeared in Babes In Toyland; West Side Story and Superman. Sponsored by The Children's Musical Theatre. And at the moment she is rehearsing for Guys and Dolls, and of course, she is also the granddaughter of Mac Hernandez, well known San Jose photographer.

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PUNCH BOWL



KHARIS GLORIA AVRIL

A HISPANO ATTENDS AN ORIENTAL MOVIE IN A CHINESE THEATER IN SAN FRANCISCO.

The drama that was presented on this occasion was: "DRAGONS FALL IN LOVE TOO" . . . (dum-dum I should've known) . . .

It is a play of infidelity in which jealousy takes the place of trust.

The mimic is far out. I was so entranced watching the action that I followed it with my own gestures — otherwise why is my face so sore?

The sound is full of thunder and fury, specially when the husband confronts his errant wife and extracts a "substantive" (word from Carter's press releases) confession. The camera transports you then to some gorgeous infidelity scenes.

By the way, this outraged husband was blessed with two wives. The lady who is the victim of his unrestrained violence, an older tempsters.

The domestic tragedy develops after LING FU CHE husband, marries LOTUS FLOWER, a 14-year-old maid. Somehow LIMP LILI, his first 40-year-old wife, did not entirely approve. The fact that Limp Lili is leaving complicates the drama.

She has just born him a son. In teh following scene LIN FU CHE (husband) suspects he is not the father of little Lin Fu Che, Jr.

The fierce jealousy reaches a climax and he strangles the baby.

Te wife goes berserk—furious, blood curling screams and strident



bellowing—by both dramatic personae, fill the theater.

I read the English sub-titles as fast as I can not to miss a thing.

SHE SAYS — Alas! Murderer, beast, you have slain our child!

HE SAYS — Alas! With both my hands!

SHE SAYS — He was your son, you fool. Look at him — blood!

(Don't blame he, that's what I read!)

HE SAYS — Woman, console yourself — calm down . . . be serene

SHE SAYS — Dispose of me, destroy me I cannot longer remain in this sad world without my child!

To which his answer was:

Well, woman console yourself, calm down . . . be serene, I'm not going to kill him again!

This brought the house down! The Chinese audience seemed to love this revolting development! They burst our laughting! People in the theater seemed to regard the end as a fine bit of humor . . .

I was dumbfounded. It took a couple of minutes before I joined the public and started laughing. Somehow still insecure that was the end.

El Excentrico

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El Excéntrico Business Office is located at 274 Terraine Street, San Jose, California 95110; Phone 294-4040.

LETTER TO THE EDITOR

(Editor's Note: The following is Jesús Orosco's response to an open letter from Jesús M. Mena Garza, appearing in the June 20, 1977 issue of El Excentrico).

In my years of broadcasting I have yet to respond to childish personal attacks and I do not plan to start now. Everything written in Therese Beaver's column of May 20th, 1977) reflects the growth of Latino Broadcasting in our area, it has been documented and all copies of documentation can be found in my files. (They are available upon request to interested persons). I do not feel a person who has been involved in Latino Broadcasting for less than two years is qualified to talk of the formation in implementation of Latino radio four or five years past. (Of course he may be a mystic). But in the name of good journalism I would like to invite him to air out any fantasies he may have on our radio show. (KKUP FM 91.5 Sat. mornings). I have cleared this with the Collective and if his personal vendetta must persist, a face to face confrontation is available to him on the air. In conclusion to this silly and immature affair, I would like to quote something I saw in a recent issue of EL EXCENTRICO:

"Few of us can stand prosperity . . . another man's I mean."

Paz, Amor y Salsa
Jesús Orosco
P.O. Box 547
Cupertino. Calif.



San Jose Hosts First Lady

Mayor Janet Gray Hayes of San José (left) and First Lady Rosalynn Carter show obvious pleasure at the Mayor's Third Annual Dinner at which Mrs. Carter was honored guest. The dinner, June 21 at the Hyatt House in San José, drew over 700 persons. This was the first time Mrrs. Carter had visited San José, and she chose this as an opportunity to report on her recent Latin-American trip.



Morgan Hill, California—Cinco de Junio de 1977 en el Rancho Charros Hijos de Sanchez se celebró un hermoso bautismo del niño Luis Segura Cuevas de 14 meses de edad, hijo de Luis y Carolina Segura. El niño fue bautizado por el sacerdote Richard García de la Iglesia Sta. Teresa de Morgan Hill, Ca. Acompañado el padre García de du mamá y imiga. Siendo sus padrinos Antonio Sanchez y su esposa María Sanchez. Se celebró la gran fiesta con una buena barbacoa y carnitas, no faltando la cerveza Olympia para las mejores amistades de la familia Sanchez quienes fueron el señor Anton Marinovich y su hijo Gregg Marinovich y familia. También la apreciable Marcy Mora y sus acampañantes Señor y señora Estrada y familia, el señor Joe Gonzáles y familia, Jim Cox y amigos, Gary Sarich y esposa, Miguel Manzo y familia, el Tillazo, el señor Pedro Lopez y familia. José Sanchez y familia, señor y señora Sam Samudio. Comenzó el baile con el conjunto Devotion de Ruben Sanchez hijo de Antonio Sanchez. Sinceramente sus Padrinos Antonio y María Sanchez de Morgan Hill, Ca. Dan las más sinceras gracias al fotógrafo Richard Diaz y su esposa y a sus amistades que nos acompañaron el este bautizo en el Rancho Charros.

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JESUS OROSCO



CHICARIQUEN SALSA

Poet, pianist and all-around good guy, Javier Pacheco and his number one ese guy Salsa Alacran Lead singer Augie Dones came by the KKUP studios to give me their first release of the band's first recording. Pacheco's Alacran, the Bay Area's only CHICARIQUEN band has released two original tunes on Independent Arroz Records de Califas. Arroz was put together by young Latinos who want an avenue of expression on vinyl. The 45 mixes good jazzy Latin Rock (Adentro) with good Salsa (La Cocecha) and Augie does a typical job of Borifornia vocals. I asked Javier about Alacran and he said: "To play music is to accept the consequences." The Alacran poet/producer ended with, "La Familia Latina Sige Adelante."

Salsa Alacran a very different mixture of people which leads to a very different mixture of music.

TO READ THIS ARTICLE

Chicariquen — Chee-Ka-ree-ken) — The combination if Chicano and Puerto Rican musicians to play a new type of Salsa.

Borifornia — (Bore-e-four-nee-a) — A Borincano who grew up with Chicanos in California and his singing style reflects it.

Augiedones — (Ogg-ee-don-es) — See Forifornia.

Vaya Records has one of the most creative bands to come out of the New York Salsa scene in the last few years. With their latest album *"Live At Woodstock"* Bobby Rodriquez y La Compañia have firmly planted themselves as a solid Salsa force. The Woodstock album follows up a most successful album *"Lead Me To The Beautiful Band,"* their first on Vaya Records. I can't pick the best tune because they're all great. From listeners' response the Ruben Blades tune "What Happened" is a top choice. A very



humorous song What Happened is followed by a smocker in La Mas Fea, the title tells the story of the song. A third big time hit must be Ahora te toca a ti, but as a whole there aren't enough chiles to give this band. I must congratulate Producer Alex Masucci for a killer of an album. If you like Latin and like to move and laugh, then Bobby Rodriguez is for you. Bobby Rodriguez y La Compañia Live At Woodstock. (rating—5 chiles)

LATIN RADIO ADDITIONS

KKUP FM and the Latin Broadcast Collective have announced the addition of two new Latin Disc Jockeys. Roseaine Reza and Luis Gomez add spice to the Saturday morning show. Roseaine, a recent San José State U. graduate, is currently working full time at KABL in San Francisco. The other half of the team, Luis Gomez, is a San José City College student. Both want to expand into their own time slots. And both have been implementnouncements. When the skills are ing news and public service anlearned they will be moving to various slots on the community station. The addition of more people will be announced in the formation of a Latin programming department at the South Bay station.

Photo Gus Nuñez



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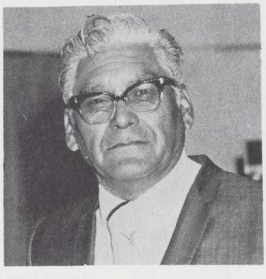
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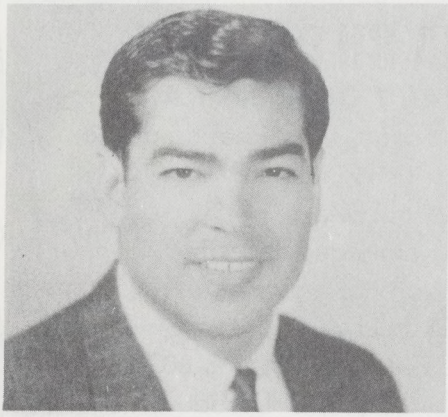
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CAMACHO

UN VERDADERO EJEMPLO PARA LA JUVENTUD.

El Sr. Victor Camacho nacio en Caléxico, Valle Imperial, Ca., hizo sus estudios primarios y secundarios hasta su graduación de High School en National City, Ca.

En 1948 se dió de alta en la Fuerza Aerea como soldado raso asignado al Departamento de Administración, estuvo estacionado en Alaska; a los cuatro años de servicio recibió su baja con el grado de sargento. Terminado su servicio militar, se dedicó a estudiar Ciencias Biológicas en Santa Rosa Jr. College, recibiendo su diploma como Associate of Arts.

Se inscribió después en la Universidad de California en donde logró obtener su Bachillerato en Estudios Latino Americanos, con énfasis en México. Su gran apetito por el estudio, lo llevó a la Universidad de Stanford de la cual obtuvo su Master Degree en Ciencias Educativas, se especializó en Estudios Contemporaneos Mexicanos. De 1962 a 1965 trabajó como maestro en una escuela secundaria de Palo Alto, Ca.

En 1966 se retiró de su trabajo de maestro en la escuela y se dedicó a trabajar en el programa de la Guerra Contra la Pobreza que fue iniciada por el Presidente Lyndon Johnson. El profesor Camacho se dedicó a enseñar a los obreros y campesinos que necesitaban aprender Inglés o Español; durante su trato con obreros y campesinos, Victor de dió cuenta que era necesario establecer centros laborales en donde los jefes de familias de bajos ingresos pudieran aprender oficios más lucrativos; la construcción de viviendas abarca diferentes actividades, como trabajadores del cemento, carpinteros, plomeros, pintores, electricistas y todas las especialidades que requiere la construcción.

En 1966 logró crear la Fundación de San Marcos, por medio de la Fundación pudo conseguir del Gobierno Federal una dotación se 3.2 millones de dólares que se ocuparon para reforzar algunas industrias, comercios y municipios para que siguieran operando o para que extendieran su radio de acción; con reflejo en el aumento de su personal, disminuyendo las filas de los desempleados, en esta forma dejaban de ser un carga para convertirse en unidades productivas. A la vez se atacó otro problema, este era la falta de viviendas para familias de bajos ingresos. La Fundación de San Marcos construyó cien viviendas en San José y docientas en Santa Cruz; en total 300 viviendas que albergan a trecientas familias de bajos ingresos.

El Sr. Victor Camacho trabajó como profesor en San José State

University; su trabajo consistia en preparar alumnos graduados, para que obtuvieran su certificado de maestros de enseñanza primaria.

En los años de 1966 a 1972 el profesor Camacho fue miembro de la Mesa Directiva del Departamento Escolar en Santa Clara; es coordinador de los Derechos Civiles en el Departamento Escolar de Campbell; recibio del Estado de California su licencia de Administrador Educativo; para lograr obtener su licencia tuvo que sacrificar sus horas de sueño por que asistia a San José State University por las noches.

Las ocupaciones del Sr. Camacho demandan todo su tiempo, pero a pesar de ello ha encontrado tiempo para escribir una novela, que viene a resultar una biografía de su padre, fantástica y romántica, tiene como escenario de fondo la Revolución Mexicana y llevará el titulo de "Clarines del Destino." Piensa publicarla en Inglés y en Español; también esta ya en tratos para que se haga una filmación de la novela.

Le pedí al Sr. profesor Victor Camacho, que tomando en consideración su gran experiencia en el campo educativo y su ruda lucha en la vida, me hicera el favor de darme un mensaje para la juventud y me contestó: Don Daniel, me gustaría decir a la juventud que lo primordial para lograr triunfar en la vida, es conocer nuestras limitaciones y poner todo nuestro esfuerzo para combatirlas; si una persona es débil físicamente, debe de hacer ejercicios que fortalezcan su físico. Si una persona es débil mentalmente, debe de hacer ejercicios mentales que fortalezcan su mente. Muy importante es que la juventud no tome como linea de conducta el MACHISMO que equivocadamente se toma como HOMBRIA; el que se dice MACHO es provocativo y pendenciero, buscapleitos y abusador de los débiles, desobligado con su familia y fanfarrón con los amigos; ignoran que los atributos que hacen verdaderamente a un HOMBRE deben de ser la nobleza de su corazón, el valor de reconocer sus errores y el respeto a sus semejantes.

■

Our neighbor's finances are in such bad shape everyone thinks he is getting advice from the government.

Berg's

MEN'S WEAR

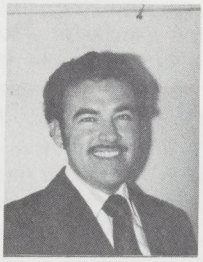
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Aun cuando sus canciones son en su mayoria temas bravios, ella es la personificación misma de feminidad. Estatura regular, morena, ojos grandes y expresivos, sonrisa amigable, detallista en cada una de las prendas de vestir.

ROSENDA llegó a su primera grabación (Nov. 1972) precedida de una gran popularidad y éxitos que ha logrado a base de trabajo constante en todos y cada uno de los rincones del país.

Nació un 9 de junio, en Tepic, Nayarit. Su tierra natal fue la influencia más importante en su vida de cantante. Creció junto a la música, rodeada de gente alegre y cantadora, empezando por su madre quien fuera cantante hace algunos años.

Su primera incursión en el ambiente artístico fue afortunada; en 1965 ganó un concurso como la "MEJOR VOZ DE LA CANCION RANCHERA", en la ciudad de Guadalajara. Dos años después (1967) fue contratada para actuar en el teatro popular de ANDA, este fue el principio de una larga lista de contratos que desde entonces se han sucedido. ROSENDA ha sido ganadora por varios años consecutivos de el GLOBO DE ORO de Los Angeles, tambien ha ganado el DISCO DE ORO, y muchos otros trofeos mundialmente reconocidos.

Es imponente la personalidad de esta joven artista en el escenario, acapara la atención del más exigente público desde los primeros momentos de presentarse en escena .

"CONTESTACION A TE TRAIGO ESTAS FLORES" marcó la entrada triunfal a la industria disquera. Posteriormente "LA SILLA VACIA" y "LA ESPOSA OLVIDADA" con las cuales se consagró como la voz joven de la canción ranchera. A estos éxitos se han sumado otros como "BESOS Y COPAS", "VETE EN SILENCIO", "TU ABANDONO", "TE SOLTE LA REINDA", "EL SAUCE Y LA PALMA", "ME ESTA GUSTANDO", "VOY A DEJARTE", "NO VALES LA PENA", y "MADRE SOLTERA" con la cual se encuentra actualmente en los hits parades de todo el país.

■

Courtship is the process of seeking a girl's hand until she has you under her thumb.

Charytin Goyco

Charytin Goyco canta y escribe de la vida lo que observa y lo que la inquietud le ordena. Por eso la variedad de temas en sus composiciones; a veces amorosas, otras sentimentales, pero siempre humanos y reales.

En su breve pero bien determinada trayectoria, ha logrado triunfos incalculables. Para aquellos que no la conocen es bueno destacar que desde los trece años ésta "canta-autora" nacida en Santo Domingo, escribe la letra y múcisa de las conciones que más tarde comenzara a interpretar, ya como cantante profesional, muchas de las cuales han llegado a ser clásicos exponentes de popularidid tanto en su país como en Puerto Rico, donde Actualmente reside. Ejemplo de estos temas son: AMIGO MIO y ALEXANDRA.

En cuanto a sus actuaciones personales en el escenario como dijeran los criticos—"tenemos que reconocer que en los años que llevamos cubriendo artistas nunca hemos visto a ninguna figura que le supere en versatilidad, ya que canta, actua y baila, toda con un profesionalisma y perfección increibles."

En España los periodicos nos dicen: "Charytin se ha presentado en el Florida Park con un show más que grande en ecenco artístico, con una calidad y exito sensacional. Nos sorprendió agradablemente, pues tanto su presencia física como su personalidad artística y su repertorio estan perfectamente concebidos."



En 1975 gana en Puerto Rico el primer lugar como cantante y compositora, tambien su especial de television LAS ROSAS BLANCAS gano el AGUEYBANA DE ORO y el PEABODY AWARD (en Estados Unidos). También en este año fue proclamada por ACE (Asociación de cronistas del Espectáculo) como FIGURA DEL ANO. En 1977 recibe por su especial de televisión (LAS ROSAS BLANCAS) en Francia el premio del mejor especial mundial.

Actualmente reside en Puerto Rico y tiene un programa de televisión semanal llamado "MI DULCE CHARYTIN" un proprama totalmente fílmico en exteriores donde se demuestra su gran versatilidad.

Aparte de todos los triunfos obtenidos y los por venir encontraremos en CHARYTIN una muchadcha sencilla, simpática y familiar que ama la vida y a la gente como un muchacha más.

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Richard Diaz

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Los Hermanitos Gomez de Mexico will be appearing this fourth of July at the Santa Clara Fairgrounds.





Beattriz Adriana, Lupe Garcia and El Pithie de Mexico were amongst the many in the film. El Pithie is one of Mexico's talented actors.



The dynamic, David Reynoso is currently directing the film Los Camiños de Michuacan, in Sunol, Calif. David has chosen many of our local talent to various parts in the film. Cantante Jesus del Campo, a talented young singer is being launched as the newest discovery in the photos below are some of the actors and singers who will be appearing in Los Camiño de Michuacan.

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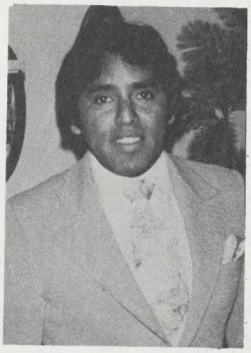


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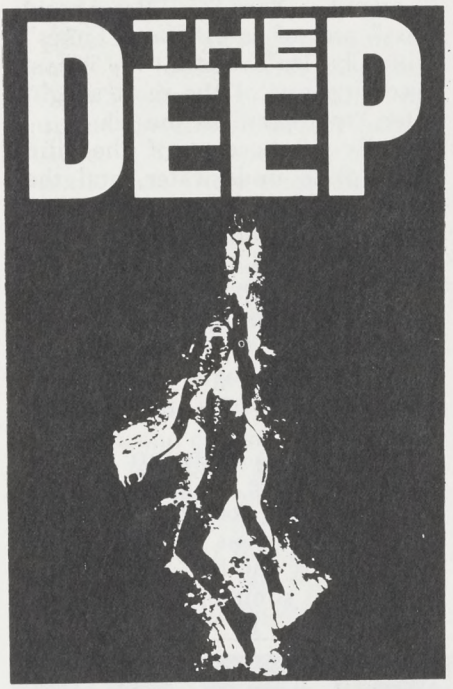
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MOVIES • CINE



BY TONY SAENZ



"THE DEEP" — Adventure melodrama. A Columbia Picture Release of a Casablanca Filmworks Production. Produced by Peter Gruber. Stars: Robert Shaw, Jacqueline Bisset, Nick Nolte, Lou Gossett, Eli Wallach, Robert Tessier. Directed by Peter Yates. MPAA Rating: PG; Running time: 124 minutes.

The newest of Peter Benchley's novels is now film. The author of "Jaws" has a new one. Yes, it has to do with the sea, but no sharks. Anyway not as main characters.

This one has to do with a good old fashioned treasure hunt. Nick Nolte and Jacqueline Bisset play a young couple on their vacation in Bermuda. During one afternoon excursion out on the water nearby, they stumble on the wreck of an old cargo ship, The Goliath, that was sunk during the second world war. So, being normal curious human beings they dive to have a look around. They find a few trinkets, a small bottle and a broatch from a Spanish ship that dates back to the 18th Century.

That night our heroes are wineing and dining at the hotel when they are approached by a tall Black gentleman, Lou Gossett, who says that he is a collecter in antique glass and heard that they had recovered a small bottle. Nolte responds with a "No" and Mr. Gossett leaves politely. The next day, Nolte and Bisset, go to see a famous treasure hunter, Robert Shaw, to see what there little gem is worth. During that encounter our heroes don't see Mr. Shaw slip that little bottle that they had found under one of his own bags on his desk. He examines the medallion and kindly returns it. Our heroes don't even notice that the small ampule is missing. On their way back to the hotel they run into Mr. Gossett again. After being kidnapped off their motorscooters. It seems that the ampule holds the clue to a rumored and long sought cargo of morphine, convertible into millions of dollars worth of heroin.

Spurred by their own individual motivations, not all of them mutually compatible, Shaw, Nolte and Bisset dive into the unpredictable reef-ravaged depths, racing against the ticking time-bomb of Gossett's vicious and endless encroachment, in a effort to recover the historically elusive

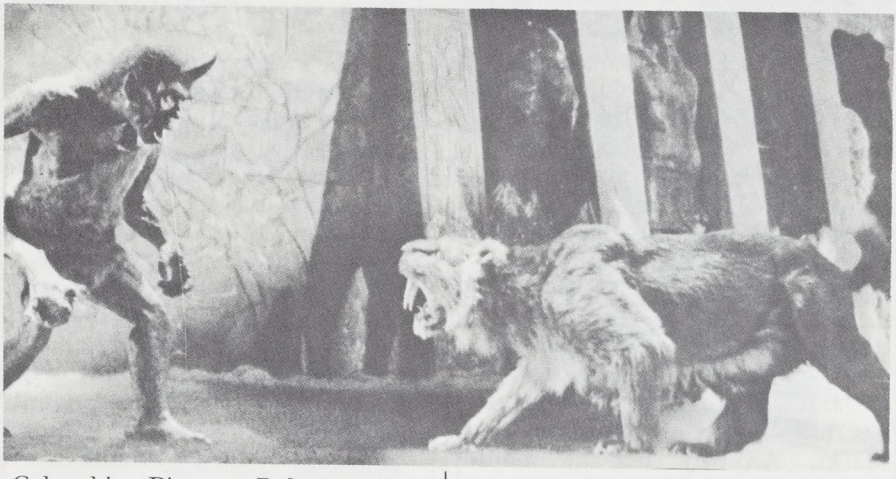
trove of Spanish treasure and to prevent the morphine from falling into Gossetts' hands. All in all it is quite a story just to sit through. I guarantee you that he movie is well worh seeing.

The performances are all top-notch wit special notihce to Shaw, as the old treasure hunter Romer Treece and Lou Gossett as the ever-present evil Henri Cloche. While we notice these performances it is very hard to overlook the presence of Eli Wallach, who plays Adam Coffin, the only survivor of the Goliath, now a rummy trying to make ends meet with any bottle he can. I really don't think it is possible for Mr. Wallach to turn in a bad performance. He seems to just get better with age.

Also, while looking at the picure, you might notice the character of Kevin, Shaw's brother in the movie. If he looks familiar, he's Robert Tessier. You've seen him in such super pictures as "Longest Yard," "Breakheart Pass" and of late "Hard Times" with Charles Bronson. He is fast becoming one of the most sought after "monsters" in the biz.

Fully 40 percent of the film takes place underwater, and the actors and crew learned how to dive, playing long scenes without dialogue on the ocean floor. Yates (director of such films in the past as "Bullit" and "Mother, Jugs & Speed") keeps up the tension in a low key way, with a few shocker moments thrown in from time to time.

For a super adventure at the movies, just like the good old days were you can root for the good guys and hisssssss the bad, see it. It's probably the best picture you can see this summer next to "Star Wars." ■



Columbia Picture Release of a Charles H. Schneer Production. Stars: Pat Wayne, Jane Seymore and Tyrann Power. Directed by Sam Waterman. Special effects by Ray Harryhausen. MPAA Rating G; Running time: 100 minutes.

The newest of Sinbad pictures is here and if you remember the last "The Golden Voyage of Sinbad," was in 1974, it's been some time waiting. For all you monster fans, here is another adventure and the third in the trrilogy of Sinbad pictures. The first being made in 1958. This time Sinbad,

played by Pat Wayne, has to battle a giant minotaur, a giant walrus, skeltons and of course the tiger itself.

The movie without pressing the point is loaded with monsters. There's always something just around the corner for our hero to battle. It is a movie for the kid in all of us. The special effects are top notch. These monsters are animated in a very time consuming process known as stop motion animation. The master of this process is named Ray Harryhausen. He is the leading man in special effects in the world today. His teacher was the late Willis O'Brien, the creator and animator of teh original "King Kong" in 1933. So when you see the picture and marvel at the monsters you might take that into consideration and also his, it takes a good two o three years to make one of these pictures.

Anyway if you have been wondering about this picture with all it's ads on TV, you needn't any longer. It's well worth your time and it's one of the few pictures rated G that they still make. P.S. Your kids might like it too!

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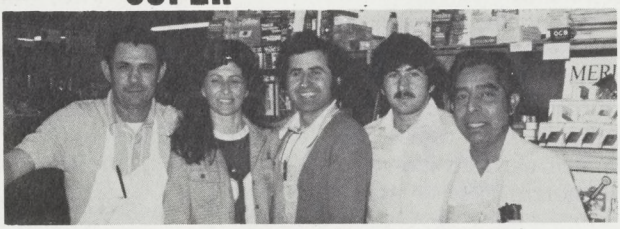
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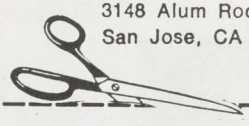


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La Columna de la Independencia

El gobierno mexicano con el deseo de honrar a los héroes que dieron autonomía a la nación, acordó en 1877, erigir un suntuoso monumento en memoria a los ilustres hombres que ofrendaron su vida a la patria.

Primero se aprobó el proyecto del arquitecto Ramón Rodríguez Arrangotti, pero no llegó a realizarse.

En el mes de mayo, el Secretario de Fomento general Vicente Riva Palacio celebró un contrato con el senor Julián Gutiérrez para la construcción del monumento y tampoco se realizó.

El 20 de enero de 1886 el Ministro de Fomento general Carlos Pacheco, expidió una convocatoria para la formación de un proyecto para el monumento, que había de ser levantado en la sexta glorieta del Paseo de la Reforma.

En enero de 1887 se efectuó esta concurso, habiendo resultado aprobado el proyecto de los arquitectos Clurs y Schutze de los E.U.A. pero se resolvió no llevarlo a cabo.

El 13 de mayo de 1891 se creó la Secretaria de Comunicaciones y Obras Públicas y el asunto de este monumento pasó a cargo de este ministerio.

En 1900, el general Francisco Z. Mena, titular de Comunicaciones y Obras Públicas encomendó al arquitecto Antonio Rivas Mercado, el estudio quien presentó el proyecto de una hermosa columna que fue aprobado, ordenando su construcción en la sexta glorieta de la calzada de la Reforma.

El 2 de enero de 1902, el Presidente de la República general Porfirio Díaz acompañado por su gabiete, los miembros del H. C. Diplomático, los delegado del 20. Congreso Panamericano y selecta concurrencia, presidió la ceremonia de la colocación de la primera piedra para edificar la Columna de la Independencia.

El el año de 1906 la columna tenía una altura de 20 metros, y comenzó a observarse que se iba desplantando de la plataforma de concreto.

El 19 de noviembre se formó una comisión integrada con los ingenieros Guillermo Beltrán y Puga, Manuel Marroquín Rivera y Gonzalo Garita para estudiar el problema de la columna, del porqué se estaba desplantando y determinar la solución que había de tomarse.

El 19 de julio de 1907 se llegó al acuerdo de demostrar la columna y proceder a la demolición de la plataforma, para hacer las ex-cavaciones necesarias para la nueva-ciminetción con pilotes de madera y concreto.

El 7 de enero de 1909, se habían colocada más de ocho kilometros de madera para la cimentación de la columna.

El 3 de febrero ya se había colocado el emparrillado de hierro sobre la cimentación, el 2 de abril se efectuó la colocación de la primera piedra definitiva para construcción de la Columna de la Independencia.

La inauguración oficial se efectuó la mañana del 16 de septiembre de 1910 durante las fiestas del Primer Centenario de la Independencia de Mexico.

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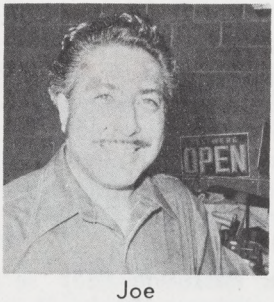
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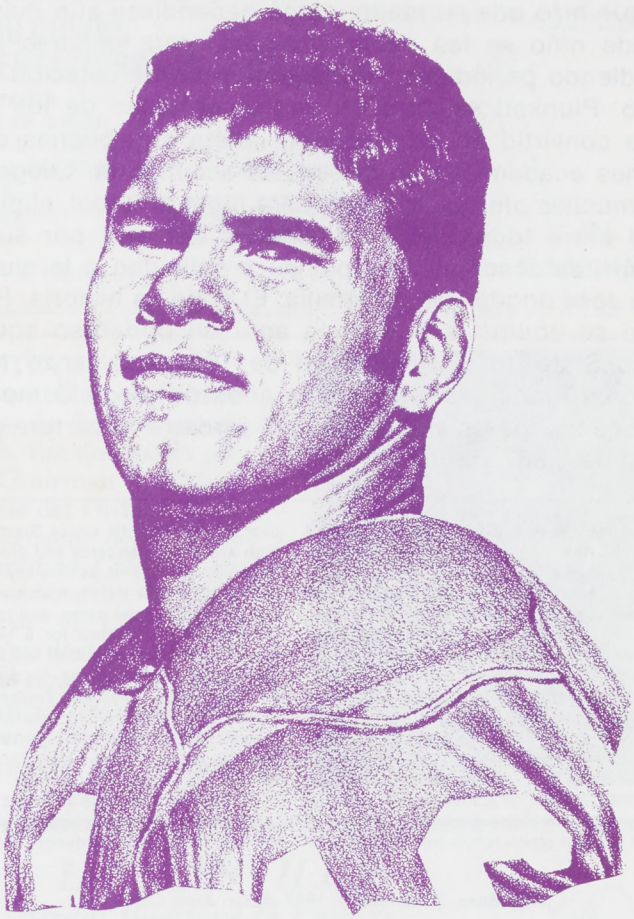
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James Plunkett

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Durante sus dos últimos años en la Stanford University y sus dos primeros años con los New England Patriots, equipo profesional de futbol, el nombre "Jim Plunkett" se ha convertido en vocablo familiar para los interesados en el deporte de toda la nación. Sin embargo muy pocos se dan cuenta

que Jim, a pesar del sonido de su nombre, es un americano de descendencia mexicana. En la familia de su padre habían algunos alemanes e irlandeses de donde viene el apellido. Jim era el menor, único hijo varon de padres ciegos. Su padre falleció dos años antes de su graduación en Stanford, lo que hizo que su madre ciega dependiese aún más de él. Desde niño se las había arreglado para ganarse la vida, vendiendo periódicos y trabajando en una estación de servicio. Plunkett se curó de una enfermedad de los huesos y se convirtió en un excelente atleta con buenas calificaciones académicas en la escuela secundaria. Luego, entre las muchas ofertas de becas para jugar al futbol, eligió Stanford entre todas las universidades del país por sus altos requisitos académicos y por su proximidad a la ciudad de San José donde vive su familia. El resto es historia. Plunkett guió su equipo a la victoria ante un poderoso equipo de Ohio State en el Rose Bowl de 1971, y alcanzó N.C.A.A. records increibles en sus tres años de juego completando 530 de 962 pases y ganando 343 yardas a la carrera para un total de 7,887 yardas.

During his last two years at Stanford University and first two with the New England Patriots professional football team the name "Jim Plunkett" became familiar to millions of sports fans across the land, yet all too few of them realized that Jim, despite the sound of his last name, is a Mexican American. With some German-Irish in his paternal line, Plunkett was the youngest child, and only son, of sightless parents. His father died two years before Jim's graduation from Stanford, which made his blind mother even more dependent on him. Even as a child, however, he had learned to make his own way by selling newspapers and working at a service station. Plunkett overcame a bone disease to achieve a fine athletic, and academic, record in high school. Then, swamped with offers of football scholarships from colleges all over the country, he chose Stanford because of its high academic standards and proximity to his family in San Jose. The rest, as they say, is history. Plunkett led his team to a victory over favored Ohio State in the 1971 Rose Bowl game, and compiled a fantastic all-time N.C.A.A. record for a three-season varsity career by completing 530 of 962 forward passes and gaining 343 yards running, for a total offense figure of 7,887 yards. The New England Patriots drafted Plunkett as their starting quarterback for the 1971 season, and he responded with 19 touchdown passes (second best to Charlie Conerly's rookie record of 22) and the "Rookie of the Year" award from United Press International. With all of this, Plunkett devotes a great deal of his spare time to giving Chicano children career and life guidance.

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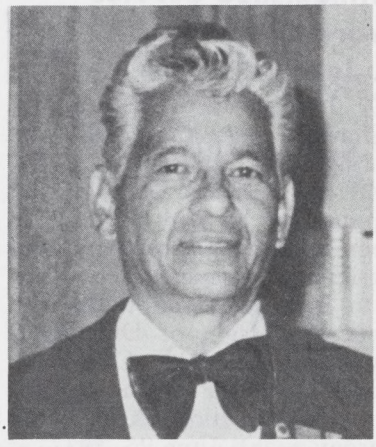
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El León Steve Chavez Primer Vice-presidente de Latin American Lions Club, fue designado por segunda vez Chairman y Miembro del Gabinete del Distrito 4C-6. El nuevo Gobernador del Distrito Sr. León Raimundo Cabrera, tomando en consideración la labor desarrollada por el León Steve Chavez en favor de los sordos, le ha pedido que siga en su puesto como Chairman a nivel de Distrito y tambien forma parte del Cabinete del Gobernador del Distrito 4C-6.



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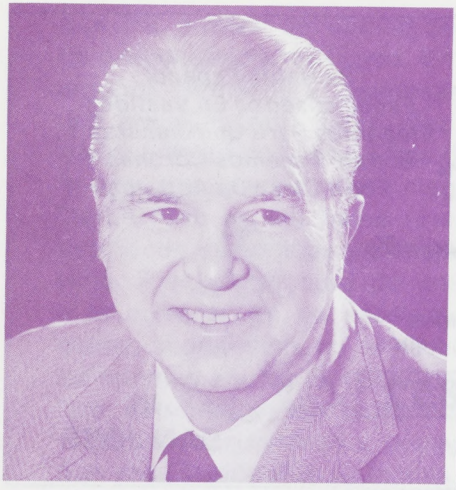
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Distinguished Service Award for Dr. John de Heras

Dr. John de Heras of San José, California was presented and awarded the American Chiropractic Association Distinguished Community Service Award in recognition and appreciation of his contribution of meritorious service to humanity and the Chiropractic profession of Dr. Robert Jackson of Concord, California, District Governor of the American Chiropractic Association, Saturday night, June 25, 1977, at the Sheraton Palace Hotel in San Francisco, California.

In making his presentation, Dr. Jackson immediate Past-Chairman of the Board of Directors of the American Chiropractic Association stated that, "This is the first time in the history of the Chiropracic profession that any Doctor has been recognized by the national, State and a national professional association, the American College of Chiropractic Orthopedists, in the same year, for his unselfish and dedicated service and contribution to his City, County, State and national community service projects, as well as his profession."

Dr. Jackson further related that Dr. de Heras has served on 46 Boards and Commissions and has been the recipient of over 48 awards for his many community efforts including a resolution passed by the California State Assembly in 1967.

Dr. de Heras was also awarded the California Chiropractic Association's annual Distinguished Service Award for outstanding service to the Community by State President, Rr. Ray Urisillo of Stockton, California. Dr. Urisillo stated that, "Hrere is a naturalized Citizen of Mexican birth and descent who has done more for his adopted country with his Community servvice and dedication than any Chiroprastic Doctor of American birth and descent." Dr. de Heras received a ten minute standing ovation from the 600 assembled Doctors, delegates and guests present. Dr. de Heras received the American College of Chiropractic Orthopedists Award for his outstanding service to the Community at Palm Springs in May of this year.

Dr. de Heras is a past member of the San Jose City Planning Commission, Santa Clara County Parks and Recreation, Chairman of the San Jose Police Advisory Board, President of the Mexican Chamber of Commerce, Past President and Secretary of the California State Board of Chiropractic Examiners, Santa Clara County Grand Jury and President Santa Clara County Chiropractic Society and ahs held many other posts.

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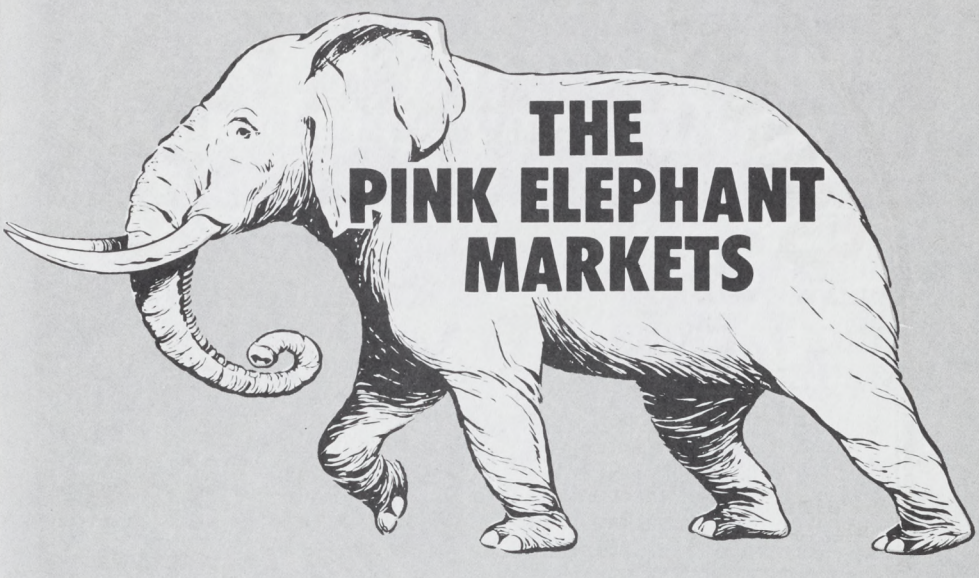
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No.2 1098 North First Street - 275-1480; 275-1485

Are You One of the Unfortunate Ones ?

If your back is complaining about your mattress, try a King Koil Spinal-Guard.

(IN A SHORT TIME OVER 1/4 MILLION PEOPLE HAVE)

CHIROPRACTORS HELPED DESIGN IT . . .

Spinal-Guard was designed with the help of the International Chiropractors Association. For their assistance in designing Spinal-Guard, the ICA receives a royalty from King Koil to further the research of the chiropractic profession.

HOURS
9:00 to 9:00 p.m. Monday-Friday
10:00 to 6:00 p.m. Saturdays
12:00 to 6:00 p.m. Sundays

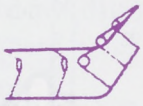


Unique construction.

Spinal-Guard's special construction gives extra support to the heaviest part of your body.

The critical center area is reinforced.





Wake up smiling.

You sleep comfortably edge-to-edge.



As seen in **BETTER HOMES and Gardens**

COCA'S FINE FURNITURE

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